



# TIFFANY MYERS

Creative leader with an obsession for collaboration, brand building & visual storytelling. Successful in developing campaigns to support sales goals, resonate with target audiences & build brand loyalty. Known for blending artistic vision with strategic insights to drive measurable results.

✉ tiffanymyersdesign@gmail.com

📍 Melissa, TX

## technical skills

- ● ● ● Photoshop
- ● ● ● Illustrator
- ● ● ● InDesign
- ● ● ● Canva
- ● ● Dreamweaver
- ● ● Wordpress
- ● HTML/CSS

## expertise

Brand Identity

Go-To-Market Strategy

Campaign  
Development

Illustration & Photo Editing

AI (Video, Image & Copy)

Typography

Content Creation

Project Management

Email Marketing

Social Media Strategy

Budget Management

Agency & Vendor  
Management

CRM & Segmentation

Data Analysis

## highlights

- Developed Google reviews contest delivering a 170% increase in review volume & 4.7 average rating
- Organized & executed Spring Break braces promo events resulting in 256% ROI across 48 offices
- Re-energized previously dormant social platforms: Instagram - 712% increase in engagement, 7.1M reach & 128% increase in profile visits; TikTok - 12,800 post likes, 12% increase in followers & 352% increase in profile visits
- Drove 24% increase in loyalty sales, resulting in annual loyalty sales surpassing \$11.5M in two years
- Developed best-in-class new user loyalty journey, contributing to top 75th percentile time to first visit

TIFFANYMYERSDESIGN.COM

## experience

### Creative Director

*Rodeo Dental / June 2024 - Current / Remote & Irving, TX*

- Leads the development, coordination & execution of high-impact seasonal patient experiences & immersive braces promo events across Texas, Colorado and Arizona
- Champions brand integrity across all touchpoints to reinforce brand mission
- Oversees social media strategy and video content team for brand and doctor recruiting across Instagram, Facebook, TikTok & LinkedIn
- Spearheads the localization of creative based on office lobbies, community demographics, and Spanish translation to drive inclusivity and reach
- Developed Rodeo Rewards app pilot with vendor partner to gamify patient journey
- Manages a cross-functional team including Marketing Coordinator and three freelance partners
- Collaborates with construction and procurement on new office openings
- Partners with marketing leadership to track budget, scorecard metrics and campaign effectiveness

### Creative Director

*MOOYAH Burgers, Fries & Shakes / July 2016 - June 2024 / Plano, TX*

- Managed creative including in-store merchandising, menus, packaging, and digital platforms brand-wide
- Strategized and executed monthly email calendar and continuous app messaging, driving engagement for user base of 700k+ app members
- Supervised social media manager, content strategy, influencer program and campaign activations on Instagram, TikTok, Facebook, LinkedIn, and X
- Led food photography and videography shoots with talent, agency, and food stylists
- Partnered seamlessly with other teams on integrated marketing campaigns, franchise development, new restaurant openings, remodels, and promotional events
- Managed creative budgets, agencies, copywriters, videographers, and freelance resources

Best Loyalty App by Franchise Innovation Awards - 2024

# platforms

Microsoft Office

Asana

Monday.com

Zoho Forms

Mailchimp

Sharepoint

Smartsheet

Yext / SOCi / MomentFeed

Punchh

OLO

Google Analytics

SendGrid

PingHD (EngagePHD)

Bite Kiosk

# strengths

1. Achiever

2. Learner

3. Incluser

4. Empathy

5. Input

# education

## Senior Digital Designer

*Nerium International / September 2014 - July 2016 / Addison, TX*

- Developed impactful digital creative for new product launches, incentive trips, campaign sprints, and global expansion initiatives
- Mentored and guided team of designers, aiding in the enhancement of skillsets and strength of the team
- Fostered collaboration with other teams to ensure successful launch of new products and countries
- Ensured seamless experiences for over 30,000 attendees at conference by managing digital assets and content, including optimized landing pages, mobile app, presentations, and social graphics
- Elevated online presence and engagement of celebrity brand partners through design and development of Wordpress microsites

## Graphic Designer II

*Research Now / March 2012 - September 2014 / Plano, TX*

- Designed marketing collateral for Research Now including brochures, whitepapers, sales materials, presentations, and tradeshow signage
- Executed end-to-end B2B and B2C campaigns across various channels, including print, emails, display ads, landing pages, and social media for e-Miles
- Localized content and design for EMEA and APAC design teams while adhering to brand standards and enhancing global consistency
- Elevated executive leadership presentations at national and international conferences
- Conceptualized themes and organized data for global Quarterly Update presentations in collaboration with the CEO and Internal Communications team

Peak Performance Award Winner | Peer nominated award | 2nd Quarter of 2014

## Graphic Designer

*Eyemart Express / November 2009 - March 2012 / Farmers Branch, TX*

- Enhanced brand visibility and drove customer engagement by designing impactful newspaper advertisements, direct mail, and collateral for over 30 locations
- Increased foot traffic and revenue for optometrists through the strategic implementation of coupons, advertising, and signage, providing valuable creative and marketing support
- Contributed to efficient workflow and timely campaign launches by streamlining production processes and finalizing high-quality production files
- Created attractive in-store environment by crafting compelling in-store retail signage

## Bachelor of Fine Arts in Graphic Design

*Texas Woman's University / Graduation May 2009*

GPA 3.8 / Magna Cum Laude